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How to Have a Student-Centered Approach to Social Media: Perspectives From Library Staff and Student Assistant

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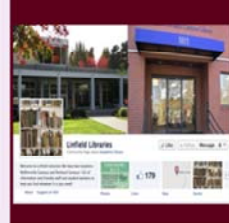
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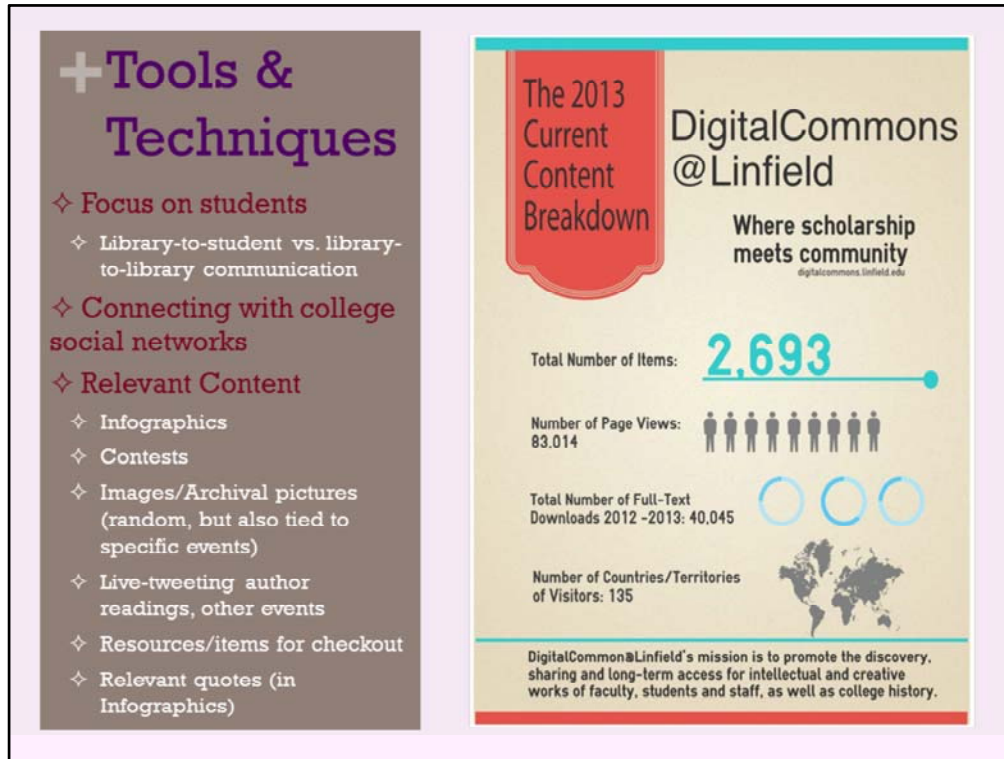
Nicholson Library, Linfield
College (McMinnville, OR)



How to Have a Student-Centered Approach to Social Media: Perspectives From Library Staff and Student Assistant



Image is a promotional infographic created using easel.ly by student assistant



-Focus on students- it's important to focus on library to student communication instead of library to library communication which is all too easy to fall into. For our social media we focus on content for students in order to engage them and receive useful feedback in order to better serve the Linfield community.

- Connecting with college networks- we follow and interact with multiple other Linfield social network accounts to connect what's going on at the library with the rest of the departments, organizations, and clubs on campus. By maintaining these relationships other accounts will oftentimes retweet or share our content to their followers, which helps spread messages to a wider audience (and we do the same).
- Relevant content- content that students have responded well to (with favorites, tweets, or likes).
- Image is an educational infographic created using easel.ly by student assistant. The information on the infographic was gathered from an annual report created by library staff.

+ Pre & Post Student

Pre-


- ❖ Text heavy posts
- ❖ Less relevant info
- ❖ Fewer posts that asked for interactions
- ❖ Facebook/Twitter were automatically connected

Post-

- ❖ More images, more student images
 - ❖ Archival images
- ❖ Information presented in visual ways
- ❖ More original content
- ❖ Authentic student voice
- ❖ Info students want/use
- ❖ Distinctive voice across all social networks

The S.S. Linfield Victory was christened on June 7, 1945 by Queen Joan I of Rosaria. The ship was in service for five years during World War II. After that, the ship was held in Astoria until it was put into use again for two years during the Korean War. The ship was once again brought out of retirement during the Vietnam War, during which the S.S. Linfield Victory traveled from Hoboken, New Jersey in 1965 through the Panama Canal to San Francisco and then to Saigon. The S.S. Linfield Victory was ultimately scrapped in Santander, Spain, in 1986.

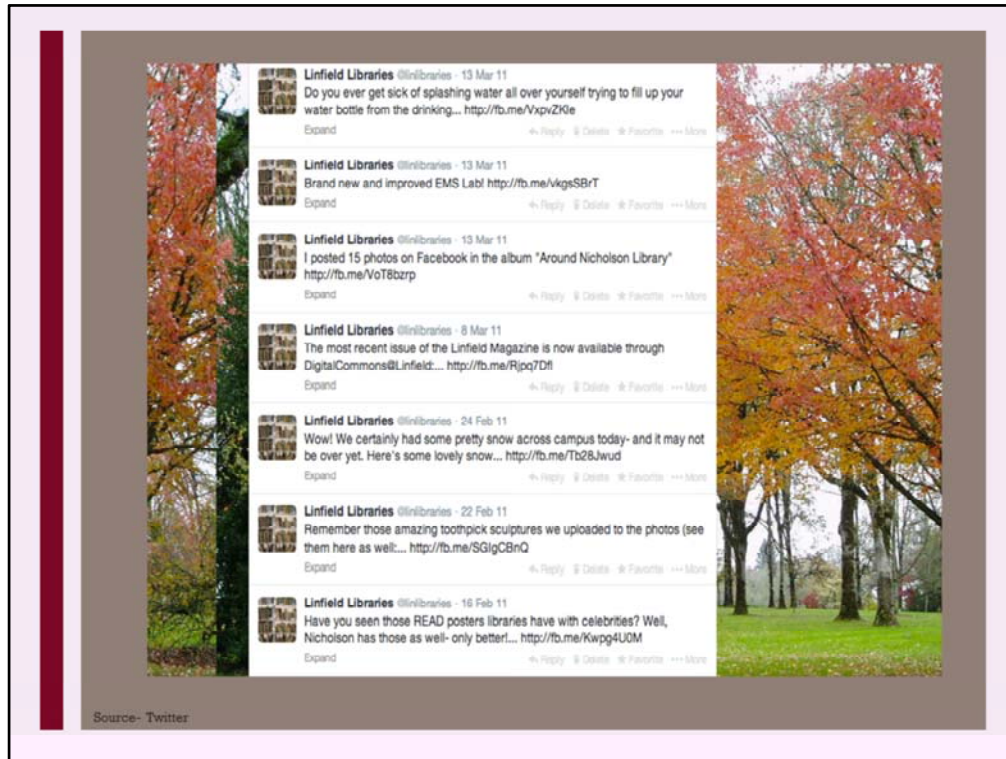
All of these photos and more are available at http://digitalcommons.linfield.edu/lca_photos/



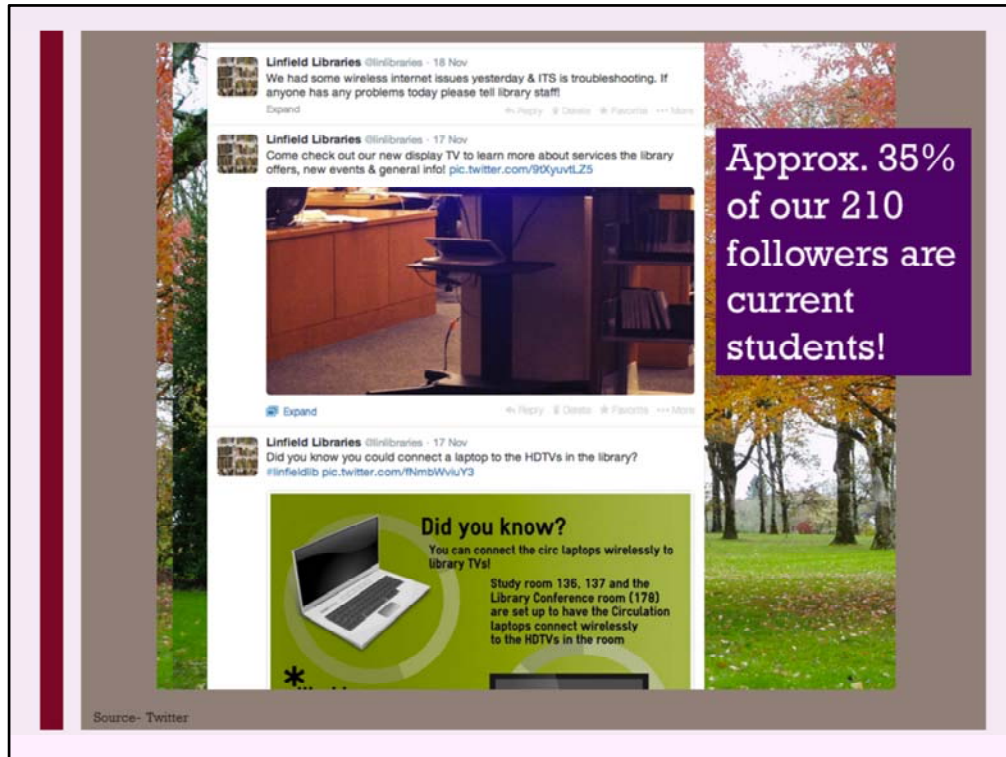
USS S.S. LINFIELD VICTORY JUST BEFORE CHRISTENING ON JUNE 7, 1945, BY ROSE FERTAL QUEEN JOAN I.

Like · Comment · Share 6

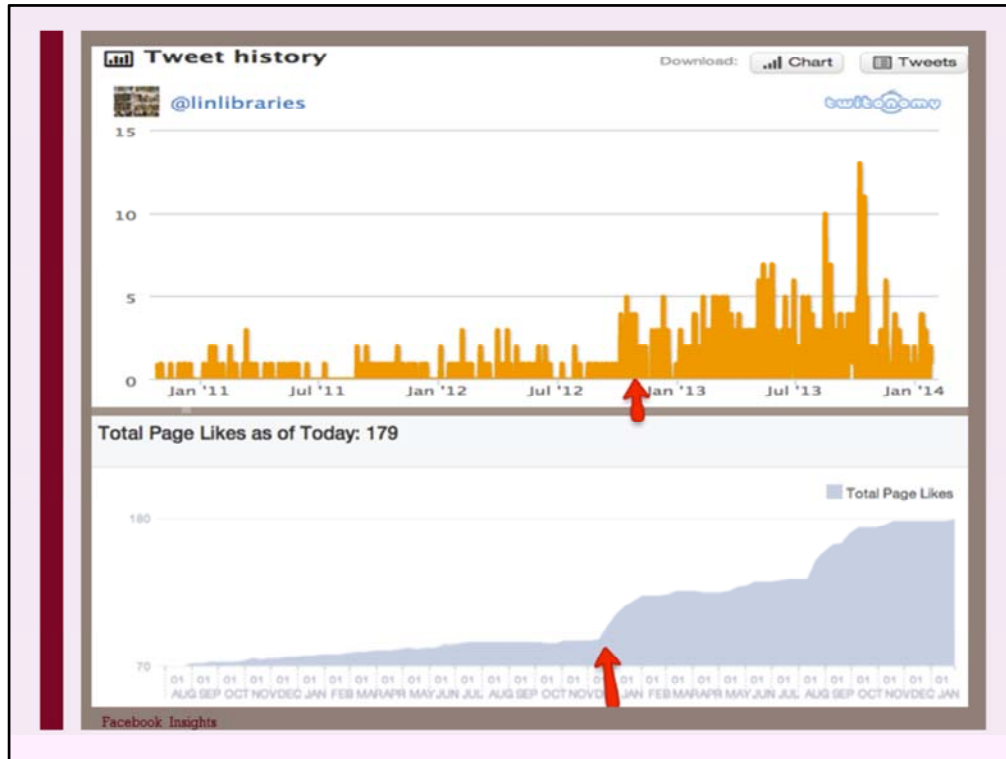
- Pre student assistant- one staff member managing accounts- this pre and post comparison should hopefully show the benefits that a student assistant (student voice) can bring.
- Photo caption- this is from an album created on the Facebook page that includes Archival photos that all tie into one specific storyline that received a favorable response from students. We generally receive favorable responses to Archival/historical college photos.



A screenshot of our Twitter feed before hiring a student assistant (no photos, posts were connected directly to Facebook and not formatted for Twitter)



A screenshot of our Twitter feed after hiring a student assistant (more photos, more engaging posts, relevant information, Twitter and Facebook separated).



Since developing this presentation Twitter now offers weekly page summaries. However, third party sites like “Twitonomy” can be useful for Twitter analytics. Facebook offers helpful analytics to Facebook business page administrators. The red arrow (added) in both screenshots shows the point at which the student assistant was hired so the increase in both number of tweets and Facebook likes can be seen.

+ Logistics

Documentation


- Student Worker contract
- Training plan/Yearly assessment
- Shared Google Docs /calendar
- Wiki with information
- Weekly meetings
- Most communication via email

Challenges

- Training time
- Term breaks/summer
- Student isn't a full-time worker, so isn't always present in the library to see/document what is happening as it happens
- Limited work study hours
- Student needs to be comfortable communicating with all library staff
- Security of accounts

Library Trivia on Twitter

Answer trivia about Nicholson Library on Twitter.
Posted every Wednesday from 7 to 9 p.m.



You could win a \$5 gift card to Starbucks!!

TWEET TO WIN!!!

Follow the library on Twitter @linlibraries

Questions about Nicholson Library. Staff and history will be featured.

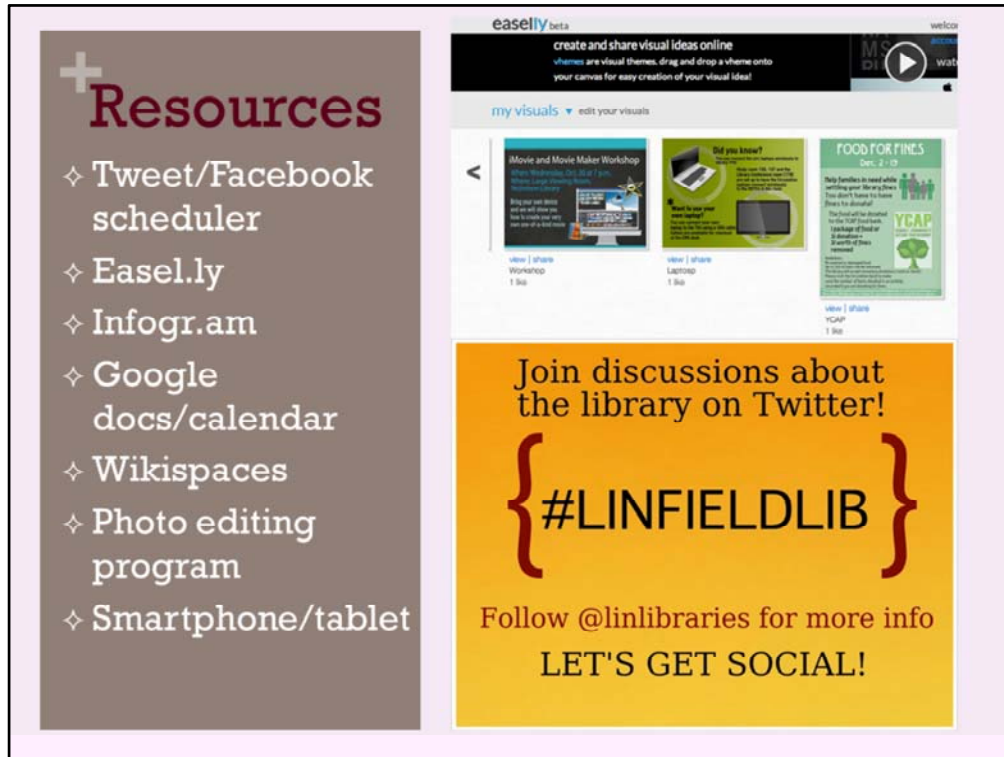
First person to answer the question correctly wins!!!

Linfield Libraries @linlibraries
Nicholson Library Trivia Wed. May 8, 15, 22. Winner gets a \$5 Starbucks card! Answer from 7-9 p.m. & win! #Linfield
pic.twitter.com/wew8fQVSW

6 May

Reply Delete Favorite Flag media

- For more information/examples of documentation please feel free to contact us.
- Image is a promotional infographic created using easel.ly by student assistant for a contest.



- Top image is a screenshot of projects in the easel.ly (free) account created by student assistant
- Lower image is an infographic used to promote live tweeting under this hashtag (#linfieldlib) at events and for other promotions

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